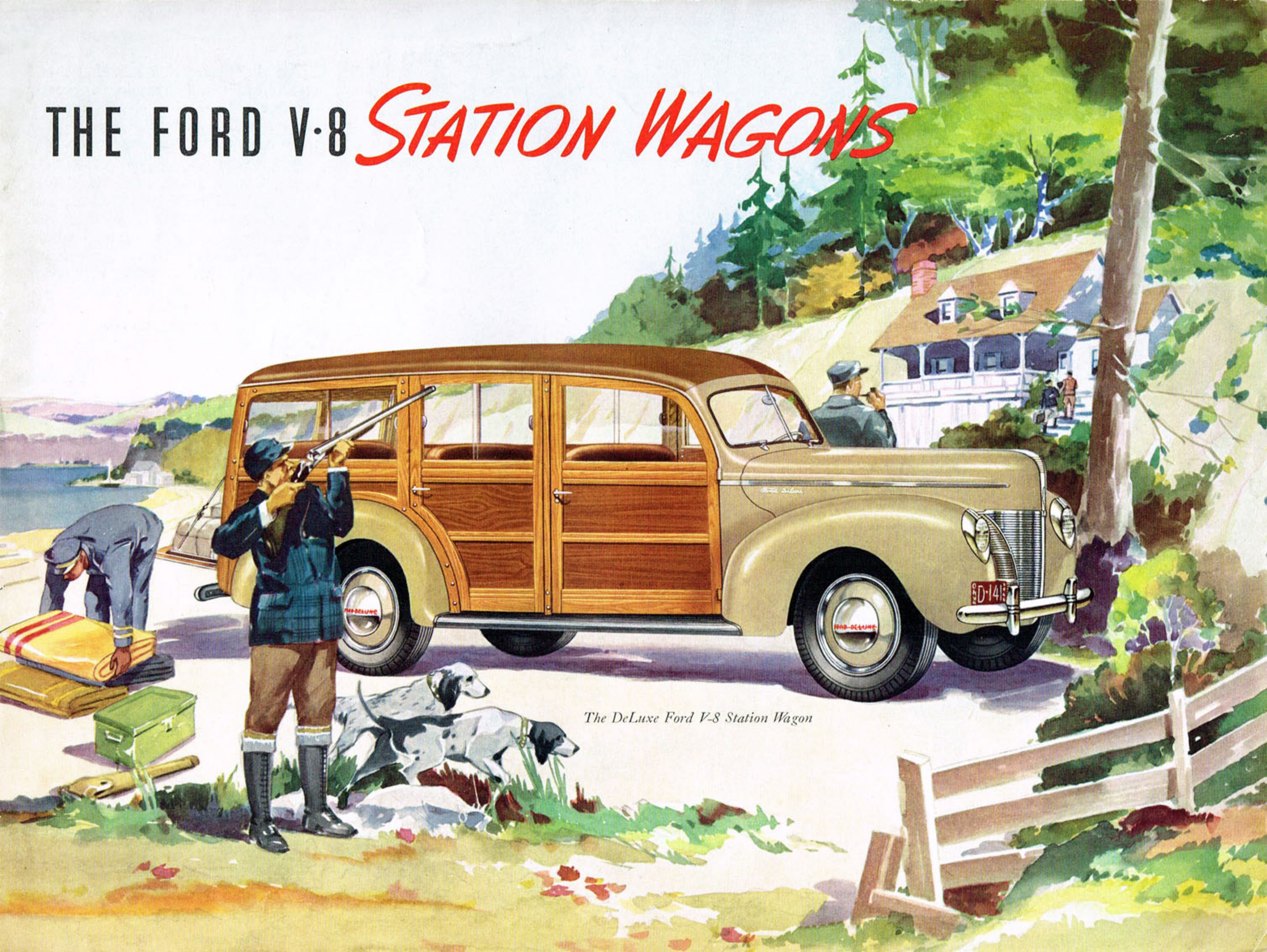
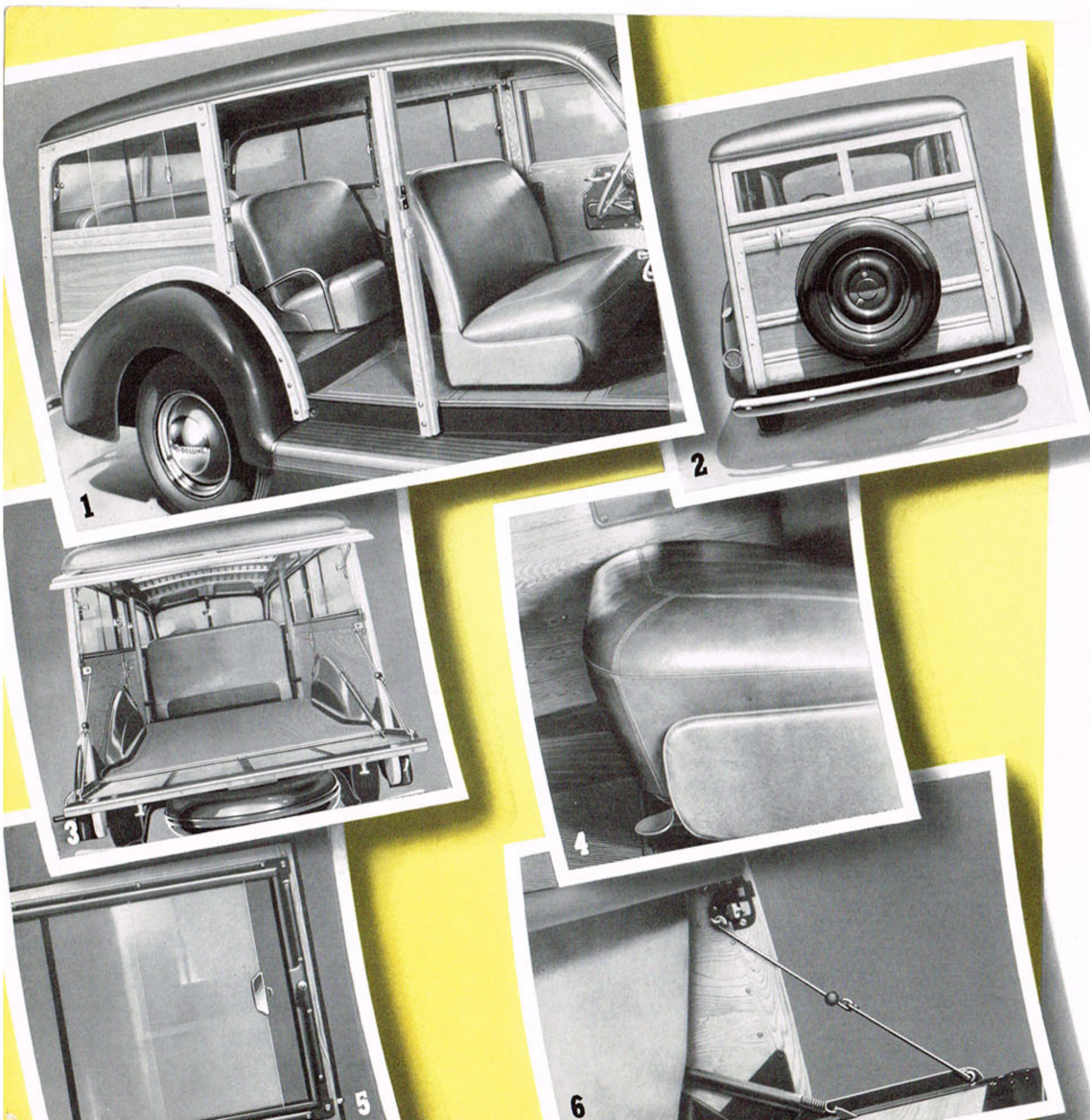


THE FORD V-8 *STATION WAGONS*



The DeLuxe Ford V-8 Station Wagon



With their attractive new front end styling, increased roominess, greater comfort and numerous chassis improvements, both Ford Station Wagons offer more value today than ever before.

The De Luxe, illustrated on the cover, is an admirable combination of style and utility. Distinctly smart in appearance—with the same front end and many of the appointments of the De Luxe Passenger Car, it is eminently appropriate for the country estate, the private school, resort or country club. But even in such settings, its usefulness is valued equally with its good looks. It is ideal for meeting guests at airport, station or dock . . . for transporting equipment to sporting events . . . for picnics, outings and other occasions.

The photographs at the left show the De Luxe; descriptions apply to features common to both Station Wagons.



1 Center and rear seats have been redesigned and respaced for greater comfort. Notice the wide aisle between the body side and the center seat.

2 Spare wheel and tire are now mounted on the tail gate. Cover and lock are standard equipment.

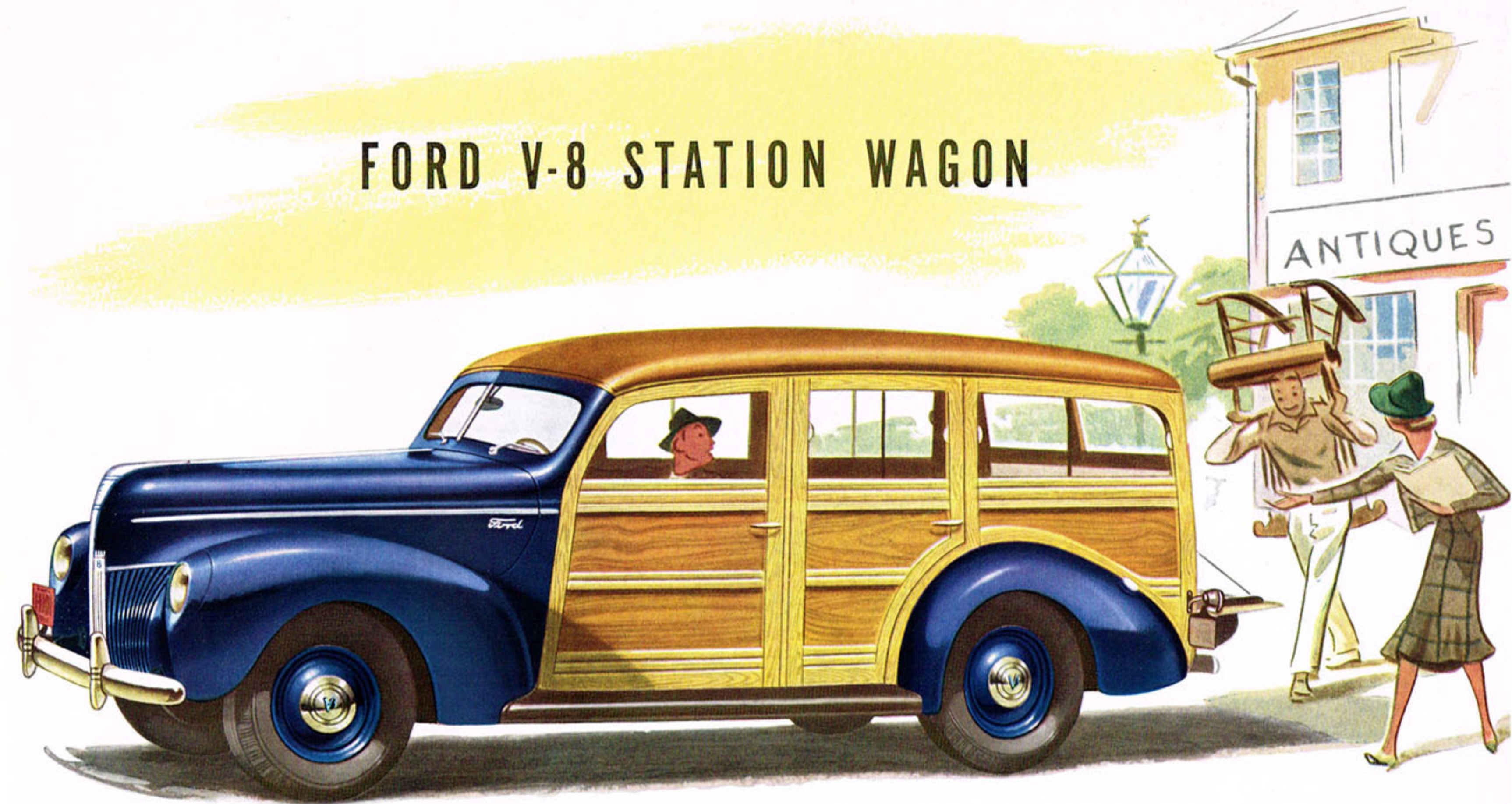
3 With center and rear seats removed, the unit becomes a spacious vehicle for miscellaneous hauling.

4 Seat adjustment handle is conveniently located. The seat is adjustable over a range of four and one-half inches.

5 One of the sliding side door windows, showing locking device. Glass in front doors lowers into door in conventional manner, controlled by crank-type regulators.

6 The tail gate is equipped with a weight compensating spring which facilitates raising and lowering.

FORD V-8 STATION WAGON



DIFFERING in appearance and appointments from the De Luxe Station Wagon shown on the cover, the Ford V-8 Station Wagon is designed especially for the workaday world. With the Ford V-8 Passenger Car front end, it presents a modern and thoroughly attractive appearance. Its usefulness and versatility have been demonstrated by a wide variety of users, including engineers, surveyors, telephone maintenance and repair crews, scientific expeditions and many others.

EXTRA VALUE FEATURES

OF THE FORD V-8 STATION WAGONS

THE TWO units have many features in common. Each accommodates eight persons, including the driver. Windshield, rear window, door windows and side windows are of Safety Glass. Rear, door and side windows are adjustable. Side windows, rear window and doors lock from the inside. Tail gate and right door lock by key from the outside. When fully lowered, the tail gate makes a slight angle with the floor, forming a large, sturdy platform for luggage.

Each unit may be quickly converted into a utility hauling unit by removing the rear and center seats. Available load space is 72 inches long, 44 inches wide and 42.5 inches high at the rear. With the tail gate fully lowered and locked in position, the length of the load space is increased by nearly two feet.

STATION WAGON EQUIPMENT

INCLUDED in the factory advertised price of the Ford V-8 Station Wagon are the following items of equipment: Torsion Bar Ride-Stabilizer, Finger-Tip Gear-shift mounted on steering column, bumpers, spare wheel and tire with cover and lock, cigar lighter, glove compartment with lock, two ash trays in instrument panel, grille for radio speaker and instrument group including engine temperature indicator, oil pressure gage, fuel gage and battery condition indicator.

Rheostat control for instrument panel lights, starter button on instrument panel, speedometer with continuous mileage indicator, combination tail and stop lamp with reflex lens and license plate bracket, indicator light for headlamp beam control, beam control switch on toe board to left of clutch pedal.

Dual windshield wipers with synchronized action, swivel type sun visor, twin air-electric horns, horn button in center of steering wheel, new two-spoke steering wheel, combination ignition and steering wheel lock. Durable brown artificial leather upholstery.

DE LUXE STATION WAGON EQUIPMENT

IN ADDITION to the equipment above, the factory advertised price of the De Luxe Station Wagon includes: Speedometer with separate trip mileage indicator,

stem-wind 30-hour clock in glove compartment door, two swivel-type sun visors, De Luxe type 2-spoke steering wheel, metal chassis spring covers, chrome plated windshield frame, rustless steel wheelbands, rustless steel headlamp rims. Seat and back cushions are genuine Spanish leather.

BODIES

THE DE LUXE Station Wagon body is of select grain hard maple or birch with high varnish rub. The Station Wagon body is natural finish hard maple. On the De Luxe, carriage bolts visible outside the body are rustless steel. Side and quarter window handles and door latch plates are chrome plated. The front seat is adjustable—a new feature for 1940. Arm rest at the end of the center seat is chrome plated. Molded rubber mats cover the floor in the rear of the driver's seat. All four doors are weather-stripped. Rustless steel scuff plates are used at each door entrance.

The Station Wagon is available in three colors—Black, Lyon Blue and Cloud Mist Gray. The De Luxe Station Wagon is available in six colors—Yosemite Green, Mandarin Maroon, Cloud Mist Gray, Folkestone Gray, Lyon Blue and Black.

CHASSIS

ENGINE • Both Station Wagons are powered by the 85 hp engine.

BRAKES • Big, powerful hydraulic brakes, 12 inches in diameter, with brake shoes 1.75 inches wide.

SHOCK ABSORBERS • Four self-sealing, double-acting hydraulic shock absorbers, improved this year, control spring action and provide easy ride.

TIRES • 6.00-16, 6-ply. 6.50-16, 6-ply tires optional at extra cost. Black sidewall tires are standard. White sidewall tires at extra cost.

Optional clutches, transmissions, rear axle ratios and other equipment are available at extra cost.

The Ford Motor Company, whose policy is one of continuous improvement, reserves the right to change specifications, design or prices without incurring obligation.